



Newspapers 24/7: 2026

Reach. Trust. Relevance.



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For more than a decade, Newspapers 24/7 has tracked how Canadians connect with newspaper brands across print and digital platforms.

This year marks the **13th study** in the series, and the consistency is striking. In the first study, weekly readership stood at **85%**. Today, despite changes in technology, platforms and consumer behaviour, readership remains remarkably close to that original benchmark at **83%**.

That enduring strength is the foundation of **Newspapers 24/7: 2026 – Reach. Trust. Relevance.**

Reach, because newspapers continue to connect with the vast majority of adults in Canada.

Trust, because consumers continue to place greater confidence in newspaper journalism and advertising environments than in many other media channels.

Relevance, because newspapers have evolved with their audiences, across traditional and online formats, while remaining deeply connected to the communities and information needs that matter most.

The 2026 study shows that the newspaper story is not about decline. Consumers have changed how they access news, moving between print, e-editions, websites, apps and mobile devices. The 2026 Newspapers 24/7 study is about resilience, adaptation and continued value for advertisers trying to reach real people in trusted, relevant environments.

Ten Truths About Newspapers



1 Mass Reach

Newspapers are still a mass medium, delivering substantial reach across the Canadian market. Four in five Canadians continue to read newspapers each week.



Why this matters to advertisers. Newspapers provide scale before targeting even begins. With 83% weekly reach, newspapers can deliver broad market coverage while still allowing campaigns to be refined by geography, format and audience.

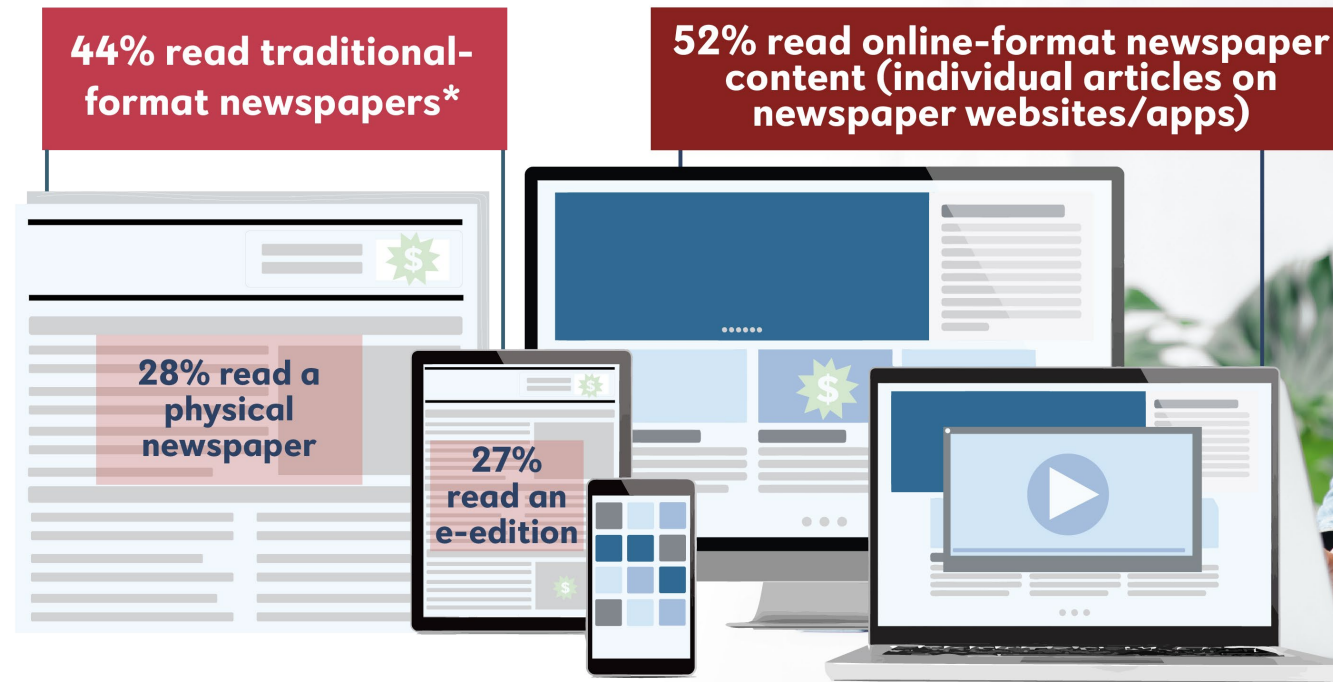
② Print + e-edition + online strength



Newspaper consumption is not limited to print or digital. Audiences move across a variety of platforms, including print and replica e-editions, and curated content posted on a website.



1 in 5 Canadians combine print **AND** digital newspaper reading. Among newspaper readers, **35%** use both print and digital every week.



Why this matters to advertisers. Advertisers do not have to choose between print and digital. A multiplatform newspaper plan can follow consumers across different reading occasions, devices and mindsets, increasing opportunities to reach them throughout the week.

Totum Research, Canadians 18+; weekly readership; January 2026; n=2404 online interviews ; [Vividata](#) (6/11/2026)

*Printed newspaper + e-paper (digital pdf replica or e-edition)

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③ High attention + Emotional connection

- Newspaper environments encourage deliberate engagement.
- 44% of readers choose to engage in the finite reading experience offered by traditional-format newspapers*.



CCNAwards 2025 Best Reader Engagement:
The Gabriola Sounder, Gabriola Island (BC)

“Travelling Sounder” invites readers to take their local newspaper on their travels and share photos from wherever they go. By putting readers at the centre of the experience, the campaign turns the newspaper into something personal, memorable and worth looking for each week.

Gabriola Sounder, April 3, 2024

Submitted photo
**TRAVELLING
SOUNDER -**
Brent O'Malley
with the Sounder
in South Africa,
where he was
visiting his
brother Jeff.
Take a photo
of the Sounder
when travelling
off Gabriola,
and email it
to [derek@
soundernews.
com](mailto:derek@soundernews.com) to have it
published in a
future edition.



③ Close attention + Emotional connection



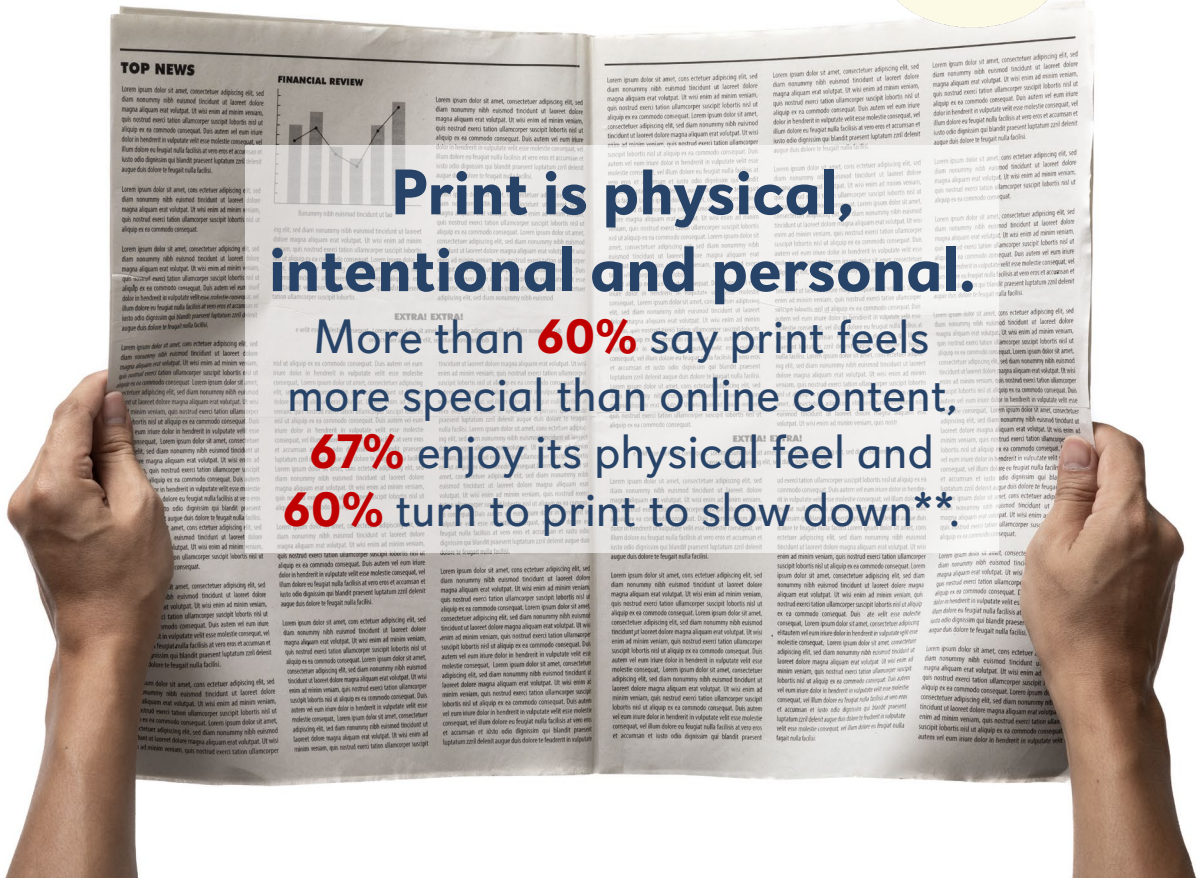
The print effect: tangible formats can make advertising easier to process, more memorable and more emotionally positive.



Neuromarketing research* found physical media generated **70% higher brand recall** than digital media.



Physical media required **21% less cognitive effort** to understand, helping messages process more easily.



Why this matters to advertisers. Unlike rapid scrolling, print creates a relaxed state of mind, resulting in attention, trust and emotional connection. Print does not just deliver an impression. Its tactility, credibility and slower reading mode can make brand experiences feel more personal, memorable and emotionally resonant.

*Canada Post/True Impact, "Direct mail beats digital advertising..." (2015)

**Title Media Survey 2025; Print Business, November 3, 2025

4 Newspapers support local buying



56% of Canadians say it is important to buy from companies that advertise in their local newspaper. This rises to **62%** among newspaper readers and **78%** among people who read both print and digital formats.



By advertising in local newspapers, companies are signalling a commitment or interest in the community that is valued by readers and likely to be reciprocated in kind.



Why this matters to advertisers. Advertising in local newspapers can signal that a brand is invested in the community. That connection is particularly strong among newspaper readers, who are more likely to value companies that support the local news they rely on.

5 Trusted environment



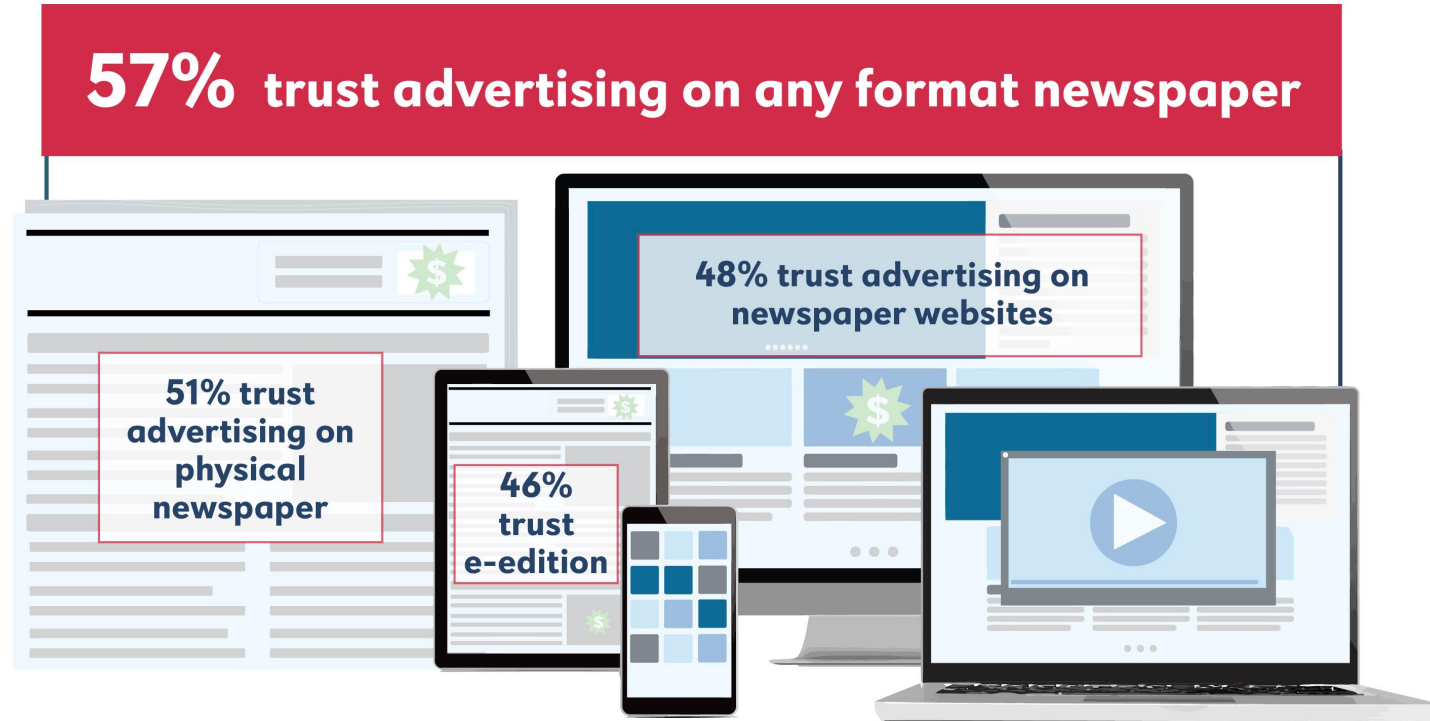
Trust travels across newspaper platforms, giving advertisers a credible environment in print and digital.



Why this matters to advertisers. Trust in the surrounding journalism strengthens the quality of the advertising environment. Brands appear alongside content consumers actively rely on for credible information, rather than in environments where trust is significantly lower.

⑥ Most trusted ad platform

Where an ad appears matters. Newspaper environments provide advertisers with a significant trust advantage over social platforms.



Why this matters to advertisers. Trust helps advertising get noticed, read and acted upon. When consumers are more comfortable with the advertising environment, brands have a better opportunity to earn attention, communicate their message and influence consideration or action.

The Lake Report, Niagara-on-the-Lake (ON)

The collage consists of eight hand-drawn Christmas cards. The top row features a gift box, a decorated tree with a 'MERRY CHRISTMAS' banner, a snowman, and a snowman with a 'MERRY CHRISTMAS' banner. The middle row features a dog on a 'CROSSROADS' sign, a snowman with a 'MERRY CHRISTMAS' banner, a snowman with a 'MERRY CHRISTMAS' banner, and a snowman with a 'MERRY CHRISTMAS' banner. The bottom row features a snowman with a 'MERRY CHRISTMAS' banner, a snowman with a 'MERRY CHRISTMAS' banner, a snowman with a 'MERRY CHRISTMAS' banner, and a snowman with a 'MERRY CHRISTMAS' banner.

85% of Gen Z adults **read** newspapers weekly.

75% of adults 18–34 identify newspapers (any format) as a **preferred media source** for at least one type of information.*

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*Local news, Community information, Business/Sales/Events, Local/Municipal/Provincial Government programs, Major news events

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8 Local Relevance

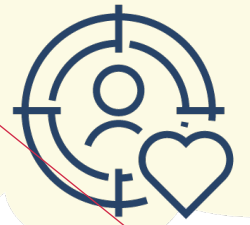
Newspapers offer brands a trusted connection to communities that broad digital platforms struggle to replicate.

- **58%** select a local community newspaper as a preferred information source; this rises to 62% among 18–34s.
- **81%** of adults say reliable community information from Canadian newspapers/news sites is important.



CCNAwards 2025 Outstanding Community Service :
SooToday.com, Sault Ste. Marie (ON)

SooToday.com won Outstanding Community Service for their Random Acts of Kindness Program, showing local media as a community activator. This initiative is a great piece of community service journalism that celebrates the unsung heroes of the local community and clearly engages readers.



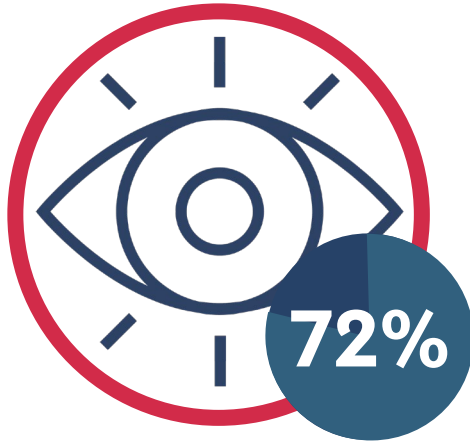
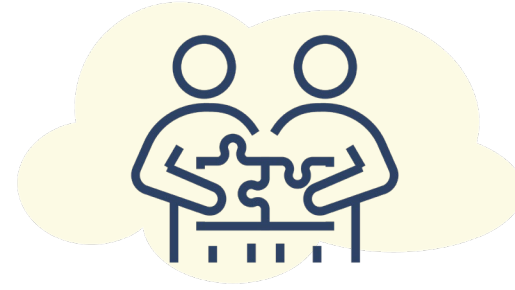
The Random Acts of Kindness program is designed to brighten someone's day, make a wish come true or give someone a helping hand.

We all have the potential to uplift our community and make Sault Ste. Marie a better place. Kindness is contagious – it has a ripple effect. Sharing stories of acts of kindness can inspire others to perform their own.

This program aims to inspire, motivate and empower others to make a positive difference in our community.

Why this matters to advertisers. Local context makes advertising more meaningful. Newspapers connect advertisers with the places, issues, businesses and events consumers encounter in everyday life, giving brands an opportunity to become part of the community conversation.

9 Brand-safe by consumer evidence



72% say their purchasing decisions are not affected by whether advertising appears around serious or upsetting news; 14% report a positive effect and 13% a negative effect.



Consumer evidence challenges conventional brand-safety assumptions. Serious journalism should not automatically be treated as an unsafe advertising environment.

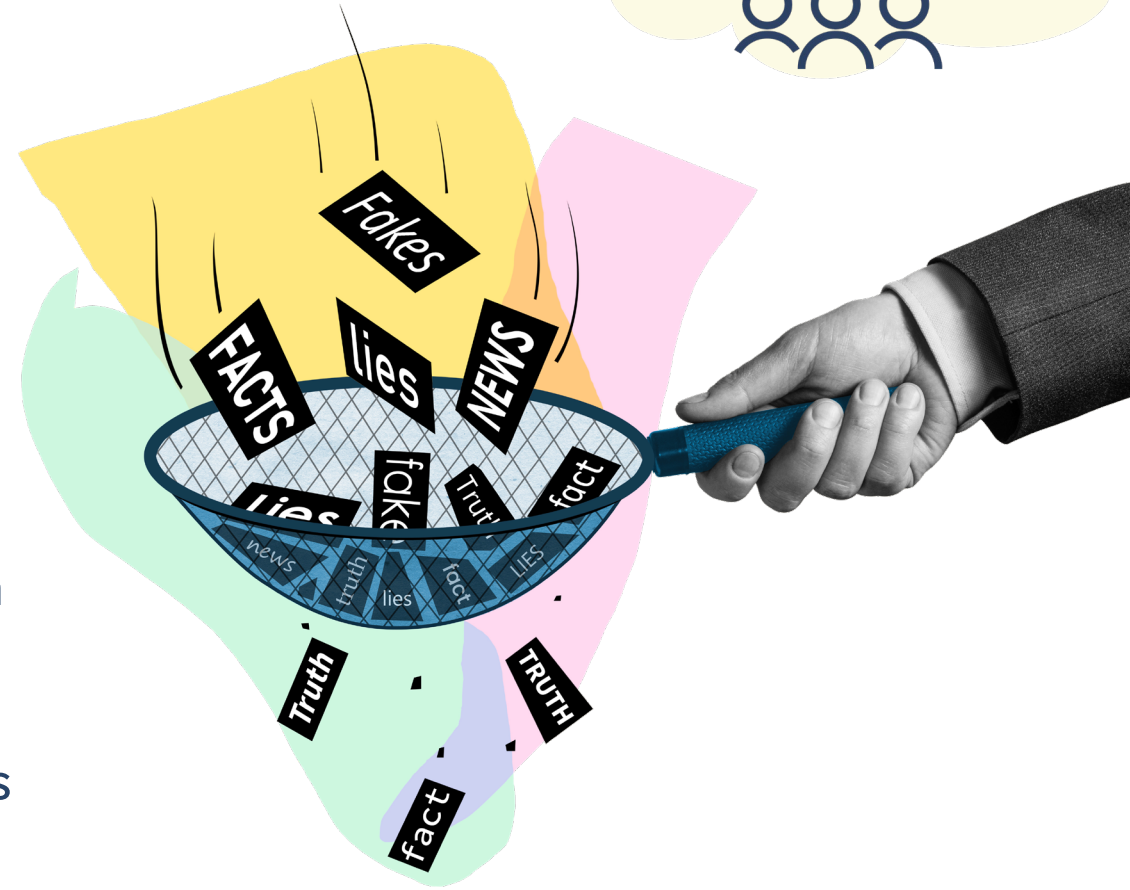
Why this matters to advertisers. Overly restrictive brand-safety rules can unnecessarily remove valuable news audiences from a campaign. The consumer data suggests that serious journalism does not automatically damage purchase response, supporting more evidence-based adjacency decisions.

10 Context drives advertising value



Trust is becoming scarce. Newspapers already have it.

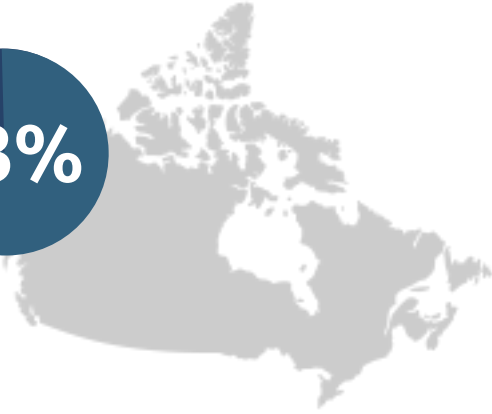
- 78% are concerned about fake news/disinformation
- 76% are more concerned than three years ago
- 82% say access to Canadian news and journalism is important



Why this matters to advertisers. In a fragmented, misinformation-heavy environment, credible context becomes a competitive advantage. Advertising within trusted journalism can help brands stand apart from lower-trust environments and place their message where consumers already value accuracy and accountability.

Evidence beats bias

83%



- **83%** of Canadians read newspaper content each week:
 - 44% traditional format* reach
 - 52% online format reach
- **75%** of adults 18–34 identify newspapers (any format) as a preferred media source for at least one type of information.**

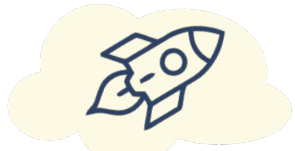
The **RESEARCH** contradicts the stereotype of newspapers. It is not an aging, print-only medium.



Follow the consumer, not the assumption. Advertising plans should be built on demonstrated audience behaviour rather than inherited media bias.

Follow the audience.

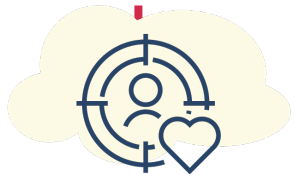
Newspapers deliver what advertisers need most:



REACH
at scale



TRUST
across platforms



RELEVANCE
in local communities



The 2026 data is clear:
newspapers are not just a legacy habit.



They are a 24/7 consumer behaviour.



Build media plans around what Canadians actually do.

2026 Study Details

Study Timing

December 2025 / January 2026

Online Panel

2,404 online surveys conducted with adults in Canada

National Scope

78% English / 22% French

Study Management

Totum Research

Margin of Error

±2.0% at the 95% confidence level

Nationally Representative Sample

Men 50%, Women 50%

18-34: 49%, 35-49: 20%, 50-64: 21%, 65+: 10%

West 21%, Ontario 21%, Quebec 37%, Atlantic 21%

Weighted Sample

Men 50%, Women 50%

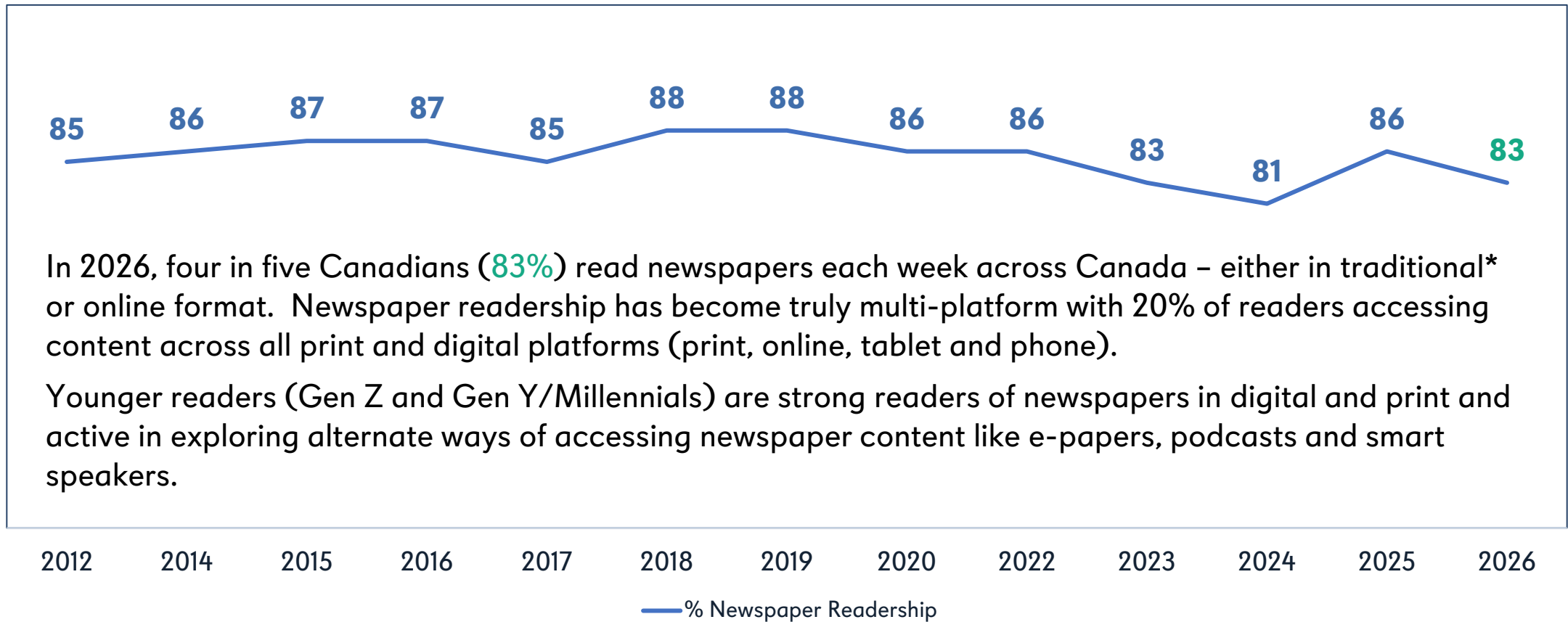
18-34: 26%, 35-64: 51%, 65+: 23%

West 33%, Ontario 39%, Quebec 22%, Atlantic 6%

This is the 13th Newspapers 24/7 research study conducted on behalf of News Media Canada since 2012.

Newspapers 24/7 Trending

% Total Weekly Newspaper Readership



Totum Research, Canadians 18+; weekly readership; 2012-2026; *Printed newspaper + e-paper (digital pdf replica or e-edition)

Boomers = born 1946-1965 (age 61-80); Gen X = born 1966-1979 (age 47-60);

Gen Y / Millennials = born 1980-1996 (age 30-46); Gen Z = born 1997-2008 (age 18-29)

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Newspapers 24/7 – Readership by Generations

Age	% Total Readership	% Print Readership	E-Edition Readership	% Traditional Format* Readership	% Online Format Readership	% Computer Readership	% Tablet Readership	% Phone Readership	% All Platforms Readership
18+	83	31	27	44	52	45	44	67	20
18-24	81	33	36	51	43	44	45	75	25
25-34	86	39	40	52	53	51	48	78	30
35-49	84	31	32	44	57	44	40	71	19
50-64	85	23	17	33	55	46	40	68	13
65+	77	32	19	45	45	42	48	48	16
Boomers	78	26	19	41	47	40	44	53	15
Gen X	87	24	18	33	59	48	39	72	15
Gen Y	83	33	35	47	55	47	43	72	23
Gen Z	85	39	43	55	46	48	49	81	30

Totum Research, Canadians 18+; weekly readership; January 2026 *Printed newspaper + e-paper (digital pdf replica or e-edition)

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Newspapers 24/7 – Preferred Content Type by Generation

% Prefer ANY Format Newspaper (Daily/Community/Print/Digital)

Age	Local News	Local Community Information	Local Businesses, Sales, Events	ANY LOCAL *	Major News/Breaking News	Local/Municipal Govt Programs	Provincial Govt Programs	ANY GOVT**	ANY INFO***
18+	57	58	55	68	51	56	51	60	71
18-24	54	54	57	68	55	56	53	59	75
25-34	62	59	55	69	61	59	55	64	75
35-49	55	58	52	67	51	53	52	58	71
50-64	53	57	54	65	46	54	49	57	68
65+	59	59	58	69	44	57	48	59	71
Boomers	57	59	56	67	45	56	47	59	69
Gen X	52	60	54	68	47	54	49	57	71
Gen Y	58	57	53	67	56	55	54	58	72
Gen Z	59	57	57	69	57	56	52	60	74

Totum Research, Canadians 18+; weekly readership; January 2026

Boomers = born 1946-1965 (age 61-80); Gen X = born 1966-1979 (age 47-60);

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*Local news/Community Info/Business, Sales, Events

**Local/Municipal/Provincial Govt Programs www.newsmediacanada.ca

***All listed types of information

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Champions Font

This presentation has been produced with the new **Champions** font, developed to celebrate and support the news media industry.

[Champions](#) is a geo-humanist font incorporating:

- Humanistic Traits — which mimic hand motions reflecting the craft and artistry that goes into producing credible news each day; and
- Highly Geometric Shapes — which represent the structure and rigour of fact-checking, editing, and producing high-quality, credible content newspapers are known for.

Show your support for the industry and download the Champions font at
www.nationalnewspaperweek.ca





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